

September 18, 2007

Dear Indiana Food Manufacturer and Distributor:

As a result of a recent nationwide recall of foods contaminated with botulism, you are invited to attend a one day training seminar targeted toward improving your existing food recall and traceability procedures. During the recent recall our statistics indicated over a 5% failure rate of ensuring contaminated product was removed from sale. This is unacceptably high. We all must work diligently toward a 0% failure rate. All of us have a stake in protecting the public's health. In addition, your brand name is at risk of damage and loss if this would happen to your company.

This is a unique opportunity for you to receive guidance and training at no cost as a courtesy from our department. The enclosed agenda details the different speakers who will be prepared to deliver vitally important information for your company. The morning session will include both regulatory and industry professionals who will give their perspectives on the recent recall and where improvements may be needed. The afternoon session will provide the nuts and bolts of developing a proper recall and traceability plan and how to initiate and use it. Additionally, there will be an expert on media relations who can advise how to use the media to properly communicate with the public during a recall.

Finally, we will be introducing the Indiana Health Alert Network (IHAN) and how this will provide a means for us to communicate important information to your company in real-time. This will give you an edge when information is hard to come by and difficult decisions must be made. This system allows you to self register and add in as much or as little contact information as you choose. We can then send out notifications of varying degrees of importance.

This is an event you cannot afford to miss and we encourage you to send more than one person if at all possible. Thank you for thinking of public health and how we together can make a difference!

Sincerely,

A handwritten signature in black ink, appearing to read "Judith Monroe", written over a horizontal line.

JUDITH A. MONROE, M.D.  
STATE HEALTH COMMISSIONER

Enclosures